

Please **ADD** new claims **46 - 49** as follows:

46. The apparatus of claim 37, in which the identifier comprises a bar code.

47. The method of claim 46, in which the processor is further operative to:
 encode the coupon value in the bar code.

48. The computer-readable medium of claim 42, in which the identifier comprises a bar code.

49. The computer-readable medium of claim 48, in which said processing instructions are for directing a computer to further perform the step of:
 encoding the coupon value in the bar code.